

SELLING points

September 2010 Vol. 11, No. 3

MONTHLY RETAILER NEWSLETTER



RAFFLE RETURNS!

September 13 - November 15

EARLY BIRD DRAWING

Purchase raffle tickets on or before
October 13 for a chance to win \$5,000 AND
be eligible for the final drawing.



18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

IN THIS ISSUE: Millionaire Raffle
Retailer Incentive Announced!

Dear Lottery Retailers:

Thanks to your hard work and dedication, fiscal year 2009-10, with more than \$1 billion in sales, was the second best sales revenue year in the history of the South Carolina Education Lottery (SCEL).

Like most of us, I know you are continuing to battle a tough economy while doing more with less. We want you to know our staff and products are here to help you increase sales at your retail locations. Please contact our staff for marketing supplies and ideas, in-store promotions, radio remotes, or answers to any of your lottery questions. We are here to help you attract customers through innovative marketing ideas and customer appreciation events. Please contact us at (803) 737-2002.

When all is said and done, the reward for SCEL is the education funding we provide through transfers to the Education Lottery Account (ELA). We are excited to announce that appropriations from the ELA to support education in the Palmetto State now exceed \$2.5 billion from January 2002 through June 2011! Yes, the General Assembly has appropriated this huge sum of money to support South Carolina's students. These funds will continue to bolster higher education programs and scholarships, kindergarten through 12th grade education programs and community education programs. Since 2002, more than 794,000 lottery-funded scholarships have been awarded to our young people.

All of us here at the Lottery thank you for your continued support in helping SCEL exceed all sales goals and raise funds for education. Let's "Imagine the Possibilities" and make 2011 a great year!



Sincerely,
Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)
Stolen/Missing/Extra Tickets: 1-866-269-5668
Intralot Help Desk: 1-877-500-5202
Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)
Licensing Information: 1-866-737-7235 (Option 4)
Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:
www.sceducationlottery.com

Please Play Responsibly! www.PlayResponsiblySC.com



RETAILER SPOTLIGHT

LAM MART

Chester, SC

By John Erby, Midlands MSR

As a Marketing Sales Representative for the South Carolina Education Lottery, it is a joy to walk into a lottery retailer and see every slot in the ticket dispenser holds a game. Full dispensers have become a hallmark at **Lam Mart**, a small convenience store in **Chester**.

Sue, the owner, and Cindy, the cashier, are proactive in managing the location's instant ticket inventory and keeping the dispensers full. Both ladies understand the players they serve. The location is also aware of the benefits of having the top 24 instant tickets available for sale, a practice that has helped **Lam Mart's** growth as a lottery retailer.

Lam Mart has established a loyal online ticket player base. Sue and Cindy are very familiar with their Pick 3 and Pick 4 players and the numbers those players like to play. Without delaying or ignoring non-lottery customers, the two accommodate their online players, careful to ensure the players are able to play their numbers before each draw break. By providing great customer service, Sue and Cindy have established solid rapport with all of their customers.



Sue and Cindy at Lam Mart have worked to create a loyal online player base.

Lam Mart's trademark is exceptional customer service. That extra personal touch exemplified at this location has enabled **Lam Mart** to attract and keep its lottery customers.

Lam Mart's staff keeps instant ticket dispensers full, gets to know online players and provides top notch customer service. Now these tips are worth sharing.

Selling Points

"Sue and Cindy are very familiar with their Pick 3 and Pick 4 players and the numbers those players like to play...the two accommodate their online players..."

- John Erby



Countryside Exxon in **Seneca** sold a Block Bingo winning ticket worth \$75,000. Pictured with the winner's poster for display in the store is Nancy Moore.



O'Cain Grocery in **Rowesville** sold a Cash Bonanza Bonus instant ticket worth \$50,000. Gilbert O'Cain shows off the winner's poster.



Owner Deven Patel from **A and D Food Mart**, the #1 retail location in **Gaffney**, is excited about his BIG Powerball® winner this year!

RAFFLE RETURNS!

September 13 – November 15

By Stephanie Hemminghaus, Media Relations Manager

Are you ready for one of the hottest tickets around? **Millionaire Raffle** launches Monday, September 13 and is poised to be a sizzling seller. Get your players excited about this game, because only 500,000 tickets will be available for a limited time.

Millionaire Raffle runs from Monday, September 13 through Monday, November 15 or until all 500,000 tickets are sold, whichever comes first. **Remind your customers they can win prizes from \$500 up to \$1 million!**

NEW Early Bird Drawing

Don't forget about the NEW Early Bird Drawing! Players purchasing a **Millionaire Raffle** ticket by Tuesday, October 12 at 11:59 p.m. will be eligible to win one of ten early bird prizes of \$5,000! Tickets purchased for the Early Bird Drawing will be entered in the final drawing as well. By purchasing early, players will be entered in two drawings for the price of one!

Final Drawing

The final drawing is scheduled for Tuesday, November 16 and will include two \$1 million prizes; two \$100,000 prizes; twenty \$10,000 prizes and seven hundred \$500 prizes. Tickets must be purchased by Monday, November 15 at 11:59 p.m.

Draw results for the Early Bird and Final Draws will be available the day after each draw. Retailers will receive a Raffle Winning Numbers draw report on their terminal for the Early Bird and the Final Draw results. A complete list of winning raffle numbers will also be available to players at sceducationlottery.com.

Millionaire Raffle tickets are generated at your lottery terminal and CANNOT be canceled or reprinted. Each ticket costs \$10. Players cannot choose their numbers. They will get the next available serial number. Winning numbers must match in the exact order drawn. Retailers earn a 70-cent commission on each raffle ticket sold, with the chance to earn an additional commission on redeemed tickets with prize winnings of \$10,000 or greater.

Don't miss the chance to tell your customers about the **Millionaire Raffle**! Remind players to sign their tickets and keep them safe until the winning numbers are announced. The original ticket is required to claim a prize.



MILLIONAIRE RAFFLE
RETAILER INCENTIVE

KICK OFF your RAFFLE sales and WIN!

The wait is over. The **Millionaire Raffle RETURNS** and brings with it a chance for you to win. Win what? Well, **\$250** for starters. Make it a sell out, and you could win up to **\$5,000!**



Players purchasing tickets by October 12, will be entered into the **early bird drawing and the final drawing**. By purchasing early, a player gets TWO drawings for the price of one.

Early Bird Drawing Prize Level:

| WINNERS | PRIZE | ODDS |
|---------|---------|-------------|
| 10 | \$5,000 | 1 in 50,000 |

Early Bird Drawing:

On or before October 13, 2010

Tickets must be purchased by 11:59 p.m. on October 12, unless all 500,000 raffle tickets are sold earlier.

Final Drawing Prize Levels:

| WINNERS | PRIZE | ODDS |
|---------|-------------|--------------|
| 2 | \$1 MILLION | 1 in 250,000 |
| 2 | \$100,000 | 1 in 250,000 |
| 20 | \$10,000 | 1 in 25,000 |
| 700 | \$500 | 1 in 714.29 |

Final Drawing:

On or before November 16, 2010

Tickets must be purchased by 11:59 p.m. on November 15, unless all 500,000 raffle tickets are sold earlier.

Wondering how to win \$250?

All you have to do is sell raffle tickets.

- For every 50 Millionaire Raffle tickets you sell, your location earns one entry into that week's scheduled county drawing.
- The more raffle tickets you sell, the better your odds of taking home a \$250 prize.
- You will ONLY be competing against retailers in your county, where one retailer will be selected as a winner.
- Four drawings are planned, unless the game sells out.*

Qualifying Weekly Draw Periods:

September 13 through September 19
September 20 through September 26
September 27 through October 3
October 4 through October 10

*If the game sells out before the end of a draw week, the drawing will be conducted from ONLY those entries qualifying UP UNTIL the time of the sell out. Drawings will NOT be held for any remaining full weeks AFTER the sell out. A GRAND PRIZE drawing will take place only if all tickets are sold prior to November 16.

SELL OUT the RAFFLE & WIN even MORE!

You could win up to \$5,000!

If ALL raffle tickets are sold, a **Grand Prize** drawing will be held to award additional prizes up to \$5,000. Prizes will be awarded based on statewide top ranking of raffle sales overall. All Millionaire Raffle tickets must be sold by November 15 for the Grand Prize drawing to take place.

Grand Prize Drawing Prizes:

1st Place - \$5,000
2nd Place - \$2,500
3rd Place - \$1,000

A total of \$54,500 could be awarded to retailers! Don't miss out!

Sell RAFFLE tickets.

Sell 'em FAST.

Let's make it a SELL OUT.



How to Receive CREDIT for a Raffle Ticket

Millionaire Raffle tickets CANNOT be canceled. What should you do if the terminal misprints, jams, or prints a damaged, mutilated, or illegible raffle ticket? Defective raffle tickets must be REPORTED to the Lottery IMMEDIATELY to receive credit. Please use the following steps:

- 1) Do NOT give a player a damaged, mutilated, or illegible ticket.
- 2) Do NOT attempt to print a reprint ticket of the damaged, mutilated, or illegible ticket.
- 3) Refund the full value of the ticket purchase price. If the player wishes to purchase another ticket, proceed with the sale and retain the damaged ticket.

*4) Call the Intralot Help Desk at 1-877-500-5202 to receive a Control Number.

5) Properly document the event by filling in a RETAILER CREDIT REQUEST FORM with the ticket number, the control number, the date and time of the incident, and retailer specifics.

6) Mail the defective ticket and the RETAILER CREDIT REQUEST FORM to:
SCEL Finance Department
P.O. Box 11949
Columbia, SC 29211-1949

*TO OBTAIN CREDIT, YOU MUST REPORT THE DEFECTIVE TICKET AND OBTAIN A CONTROL NUMBER BEFORE THE NEXT DRAWING (EITHER EARLY BIRD OR FINAL).

Holiday CLOSINGS

SEPTEMBER:
Monday, September 6, 2010: SCEL offices AND our delivery partners will be closed to observe the Labor Day holiday. Retailers will NOT be able to order tickets. Tickets ordered by 5:00 p.m. on Thursday, September 2, 2010, will be delivered on Friday, September 3, 2010. Tickets ordered on Friday, September 3, 2010, will be delivered on Tuesday, September 7, 2010. Drawings will be held as scheduled. Remember to order early for the holiday weekend.

Thank You, SCEL's Retailers!

TOP 10 RETAILERS BY REGION

| UPSTATE | | MIDLANDS | | COASTAL | |
|-----------------------|-----------|--------------------------|--------------|---------------------|------------------|
| Business Name | City | Business Name | City | Business Name | City |
| JD Super Center | Fort Mill | Jimmy's Mart | Columbia | Food Mart #1 | Charleston |
| Miller Produce & Farm | Fort Mill | Persimmon Hill | Sumter | Sky Mart/BP | Charleston |
| Garden Spot #4 | Taylors | Quick Pantry #7 | Orangeburg | In N Out Conv.Store | Charleston |
| Mini Mart | York | Mo Conv. and Tobacco | Aiken | Port Royal BP | Port Royal |
| Quick Pantry #16 | Greenwood | Short Stop | Orangeburg | Stop N Go | North Charleston |
| Circle K Stores #5116 | Fort Mill | Quick Pantry #1 | St. Matthews | Kaival Plaza | St.Helena Island |
| Borderline Mini Mart | Clover | V Go Food Mart | Holly Hill | Amoco Food Shop | Beaufort |
| K Won Mart | Fort Mill | Quick Pantry #21 | Orangeburg | Fuel Express | North Charleston |
| Quick Pantry #26 | Greenwood | Dusty Bend Discount Bev. | Camden | Shell Quick Mart | Georgetown |
| Herlong BP | Rock Hill | Simba Express #1 | Columbia | Big T's LLC | Goose Creek |

Your accomplishments are nothing short of remarkable! You along with your fellow lottery retailers sold more than \$1.007 BILLION in lottery tickets for fiscal year 2009-10. At a time when having to do more with less is the norm, you found a way to provide MORE! Transfers to the Education Lottery Account for fiscal year 2009-10 surpassed last year's total by \$12 million. Lottery transfers since startup have now surpassed the \$2.2 BILLION mark.

Retailers were winners too, earning more than \$71 million in retailer commissions during the fiscal year. A few of these smiling retailers are pictured below.

To the right is a listing of the MILLION DOLLAR SALES CLUB for retailers with sales greater than \$1 million in fiscal year 2009-10. A total of 37 retailers are MILLION DOLLAR SALES CLUB members!

BY THE NUMBERS

The numbers tell the FY 2009-10 story.

8½ years since the first lottery ticket was sold...

Approximately 3,680 retailers ...

\$1.007 BILLION in FY 2009-10 sales...

\$71 million in retailer commissions...

\$2.2 BILLION and counting transferred to the state benefiting South Carolina's students since startup...

Handee Mart
Food Stores #10
Travelers Rest
Manager Debra

Corner Pantry #113
Columbia
Manager Michiko Washington

Short Stop #5
Walterboro
Manager Christina & Courtney



Million Dollar SALES CLUB - FY 2009-10

| Business Name | City | Total Sales |
|------------------------------|-------------------|----------------|
| 1. Food Mart #1 | Charleston | \$3,310,968.00 |
| 2. JD Super Center | Fort Mill | \$2,878,265.50 |
| 3. Jimmy's Mart | Columbia | \$1,957,084.50 |
| 4. Sky Mart/BP | Charleston | \$1,956,006.50 |
| 5. In N Out Conv. Store | Charleston | \$1,901,290.50 |
| 6. Persimmon Hill | Sumter | \$1,718,568.00 |
| 7. Miller Produce & Farm | Fort Mill | \$1,674,621.50 |
| 8. Garden Spot #4 | Taylors | \$1,646,187.50 |
| 9. Port Royal BP | Port Royal | \$1,560,233.00 |
| 10. Stop N Go | North Charleston | \$1,558,959.50 |
| 11. Quick Pantry #7 | Orangeburg | \$1,516,484.00 |
| 12. Kaival Plaza | St. Helena Island | \$1,439,213.00 |
| 13. Mo Conv. & Tobacco Store | Aiken | \$1,396,833.50 |
| 14. Amoco Food Shop | Beaufort | \$1,333,160.50 |
| 15. Short Stop | Orangeburg | \$1,321,357.00 |
| 16. Quick Pantry #1 | St. Matthews | \$1,321,238.00 |
| 17. Fuel Express | North Charleston | \$1,316,217.00 |
| 18. V Go Food Mart | Holly Hill | \$1,303,147.00 |
| 19. Quick Pantry #21 | Orangeburg | \$1,286,900.50 |
| 20. Dusty Bend Discount Bev. | Camden | \$1,283,914.00 |
| 21. Simba Express #1 | Columbia | \$1,251,805.00 |
| 22. Quick Pantry #5 | Orangeburg | \$1,250,854.00 |
| 23. Short Trip 2 | Manning | \$1,242,006.50 |
| 24. 3-Way Food Mart #5 | Aiken | \$1,233,770.00 |
| 25. Shell Quick Mart | Georgetown | \$1,215,954.50 |
| 26. Big T's LLC | Goose Creek | \$1,199,745.50 |
| 27. Sunhouse Petroleum #3 | Burton | \$1,197,789.50 |
| 28. Quick Pantry #9 | North Charleston | \$1,177,083.00 |
| 29. Mini Mart | York | \$1,165,339.00 |
| 30. Gas Express | Columbia | \$1,112,167.50 |
| 31. Am Pm Food Mart | Columbia | \$1,085,335.00 |
| 32. Sams Mart | Quinby | \$1,066,548.00 |
| 33. Quick Pantry #16 | Greenwood | \$1,048,760.50 |
| 34. Circle K Stores #5116 | Fort Mill | \$1,036,111.00 |
| 35. Quick C Food Mart #105 | Chester | \$1,033,002.00 |
| 36. Kountry Mart | Bennettsville | \$1,020,125.00 |
| 37. White Pond Food N Bev. | Elgin | \$1,000,304.50 |

UPCOMING games

The following games are scheduled to launch Tuesday, September 28, 2010:



Launch dates and tickets are subject to change as necessary.

Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Wednesday, September 1, 2010: Last day to sell Cherry Twist (#395).

Thursday, September 2, 2010: Last day to return Go for the Gold (#383).

Tuesday, September 7, 2010: Last day to redeem Just a Buck (#359), 3 Times Lucky (#360), Merry Money (#366), and Holiday Riches (#369).

Wednesday, September 8, 2010: Last day to sell Instant Carolina 5 (#314).

Tuesday, September 14, 2010: Last day to redeem Block Bingo (#354) and Love to Win (#382).

Wednesday, September 15, 2010: Last day to sell Cash in the Pocket (#356).

Tuesday, September 21, 2010: Last day to redeem Diamond Dash (#374).

Wednesday, September 29, 2010: Last day to sell Giant Jumbo Bucks (#309).

Ending game dates are current as of Thursday, August 5, 2010.

ENDING games*

Please start selling down the following:

SC-395 Cherry Twist

Last day to sell:
Wednesday, September 1, 2010

Last day to return:
Friday, October 1, 2010

Last day to redeem:
Tuesday, November 30, 2010

SC-314 Instant Carolina 5

Last day to sell:
Wednesday, September 8, 2010

Last day to return:
Friday, October 8, 2010

Last day to redeem:
Tuesday, December 7, 2010

SC-356 Cash in the Pocket

Last day to sell:
Wednesday, September 15, 2010

Last day to return:
Friday, October 15, 2010

Last day to redeem:
Tuesday, December 14, 2010

SC-309 Giant Jumbo Bucks

Last day to sell:
Wednesday, September 29, 2010

Last day to return:
Friday, October 29, 2010

Last day to redeem:
Wednesday, December 29, 2010

* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.